Bachelor
International Business Administration.

Program Director: Prof. Michael Tumpel
Program Manager: Verena Leidl

Welcome to the JKU Business School.
Topics.

• JKU Linz and the JKU Business School
• Information about BSc International Business Administration
  ◦ Special features
  ◦ Program structure
  ◦ Program content
  ◦ Mandatory semester abroad
  ◦ Career prospects
• Admissions procedure
• Contact
• Questions?
JKU Linz and the JKU Business School.
Facts about JKU Linz.

- ~21,000 Students
- ~130 Professors
- ~130 Professors
- 120 Institutes
- ~100 fields of studies, 4 faculties and 3 Schools
- ~€497 Mio.
  Budget for the period of the performance agreement 2019-2021
- ~3,400 Staff members
- 364,000m² Space
More and more the JKU campus is becoming a place for exchange and a meeting-place for students, staff members and people living in Linz. And there are more expansions planned!

At the JKU Linz it’s all about being together – not just in the study or work routine. The surrounding green area offers many possibilities: Playing football, biking, or just drinking a coffee.

JKU Linz:
Space for Being Together & Space for New.
JKU Linz – JKU Business School (BUS).

• Founded in October 2019

• Regionally embedded academic hub with an international focus
  ◦ JKU Linz = campus university
  ◦ Upper Austria = No. 1 business location in Austria

• Broad education, companies are brought closer together and connections between the different fields are conveyed

• Transfer of know-how in order to profitably use leading topics of our time - such as digitalization and sustainability - and to understand complex issues

• Interdisciplinary learning and research: promoting the ability to think outside the box and in a networked manner

• Top supervision relationship between professors and students
BUS Program-portfolio.

The BUS offers a wide range of programs!

Bachelor's Degree Programs
- Business Administration
- Business Informatics
- NEW: International Business Administration

Master's Degree Programs
- Business Informatics
- Economic and Business Analytics
- Finance and Accounting
- General Management Double Degree (ESC Troyes, STUST Tainen)
- Global Business (ACT, TROIKA, PAC)
- Leading Innovative Organizations
- Management
Infos about BSc International Business Administration.

Special Features, Program Structure, Program Content, Career Prospects.
Special features of the BSc International Business Administration.

“Globally connected cycles. World-wide networking and cross-border action. Understanding business practices and honing intercultural skills.“

- International Focus!
- Clearly structured program
- Entirely taught in English
- Mandatory semester abroad

- **Degree:** Bachelor of Science (BSc)
- **ECTS:** 180 ECTS credits
- **Duration:** 3 years
IBA Structure.

180 ECTS credits
(1 ECTS: about 25 h Workload/semester)
Program Content – Core Subject 1/3: International Finance, Accounting and Taxation.

30 ECTS
Program Content – Core Subject 2/3:
International Management and Marketing.

30 ECTS
Program Content – Core Subject 3/3: Digitalization and Supply Chain Management.

30 ECTS
Program Content.

• Economics

• 2nd Language: currently German, Spanish, French, Italian; start at Level B1!

• Mathematics/Statistics

• International Business Law

• Social Skills and Gender & Diversity

• Research Methods

• Bachelor Thesis (Bachelor Thesis in one of the 3 core subjects)

• Free Electives: recommended for semester abroad
Studies Introduction and Orientation Phase (StEOP).

StEOP provides an overview of the program mandatory courses that must be taken and passed at the beginning Before completing StEOP limited number of courses can be taken

StEOP: (out of the three core subjects)
- Basics of International Financial Reporting and Perspectives on Digitalization
- Introduction to Strategy & International Management
- Supply Chain Fundamentals
Mandatory Semester Abroad.

• Over 200 partner universities all over the world!
• The requirements must be met by the beginning of the stay abroad:
  ◦ 40 ECTS and successful StEOP

• What can be completed abroad?
  ◦ All courses in the program with the exception of the Bachelor Seminar
  ◦ Min. 12 ECTS – max. 80 ECTS

• Special info events
Career Prospects.

• International Marketing
• International Brand/Product Management
• Sales and Export Management
• Finance and Accounting at International Companies
• International Supply Chain Management
• ...

→ In all business management areas with an international focus!
Admissions Procedure.
Admission Requirements

• Hold general higher education entrance qualifications

• Proof of C1 level of language proficiency in English (f.ex. passing grade in English on the school-leaving certificate, TOEFL 100, Cambridge English certificates, ...)

Admissions Procedure

• Once a year

• Successfully completed admissions procedure → enrollment WS or SS

• 80 students will be accepted!
Admissions Procedure.

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You get detailed information on the webpage:  
[ jku.at/ba-iba ]
Contact.
Important Contact Addresses (1/2).

Program Manager
Verena Leidl
T +43 732 2468 3072
verena.leidl@jku.at or ba-iba@jku.at

Program Director
Prof. Michael Tumpel
T +43 732 2468 7061
michael.tumpel@jku.at

JKU Business School Office
T +43 732 2468 3070
jku.at/bus
businessschool@jku.at
Important Contact Addresses (2/2).

Admissions Office
T +43 732 2468 2010
admission@jku.at
jku.at/zus

Examination and Recognition Services
T +43 732 2468 2020
pas@jku.at
jku.at/pas

Student Information and Academic Advising (SIBS)
T +43 732 2468 3450
studium@jku.at
jku.at/sibs
Space for News.

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Facebook group:
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Any Questions?
Thank you.